

ABSTRAK

Muhammad Suhaili. 2024. Penelitian ini bertujuan untuk menganalisis Strategi Pemasaran Untuk Meningkatkan okupansi tamu di Hotel Aston Inn selama bulan Ramadan tahun 2022 dan 2023. Politeknik Pariwisata Lombok. Pembimbing: **Muhammad Husni HM., S.ST.Par.,MM.Par. Yoyok Antoni, S.E., M.Si**

Metode kualitatif digunakan untuk memahami faktor-faktor yang mempengaruhi tingkat okupansi tersebut.

Data menunjukkan bahwa tingkat okupansi pada Ramadan 2022 mencapai 60,03% dengan 2.341 kamar terisi, sementara pada Ramadan 2023 meningkat menjadi 65,18% dengan 2.542 kamar terisi.

Hasil penelitian mengidentifikasi beberapa faktor kunci yang berkontribusi terhadap peningkatan ini, termasuk strategi pemasaran yang efektif, lokasi strategis hotel di pusat kota Mataram, serta kualitas layanan yang ditingkatkan. Promosi spesial Ramadan, seperti paket berbuka puasa dan sahur, serta diskon untuk upgrade kamar, berhasil menarik minat tamu. Lokasi yang strategis memudahkan akses ke berbagai atraksi wisata dan fasilitas umum, meningkatkan daya tarik hotel bagi wisatawan. Selain itu, layanan yang baik selama Ramadan, seperti acara berbuka puasa bersama dan perhatian terhadap preferensi tamu, juga berperan penting dalam meningkatkan tingkat okupansi. Faktor eksternal, seperti stabilitas ekonomi dan penurunan pembatasan perjalanan terkait pandemi COVID-19, turut berkontribusi pada peningkatan okupansi. Namun, manajemen hotel perlu terus memantau dan menyesuaikan strategi untuk mengatasi tantangan seperti fluktuasi harga tiket pesawat dan ketidakpastian ekonomi global.

Kata Kunci: Hotel, Okupansi Tamu, Bulan Ramadan

ABSTRACT

Muhammad Suhaili. 2024. *This study aims to analyze marketing strategies to increase guest occupancy at The Hotel Aston Inn during Ramadan in 2022 and 2023. Lombok Tourism Polytechnic. Supervisor: Muhammad Husni HM., S.ST.Par.,MM.Par. Yoyok Antoni, S.E., M.Si*

qualitative method was used to understand the factors influencing the occupancy rate.

The data shows that the occupancy rate during Ramadan 2022 reached 60.03% with 2,341 rooms occupied, while in Ramadan 2023 it increased to 65.18% with 2,542 rooms occupied.

The study identified several key factors contributing to this increase, including effective marketing strategies, the hotel's strategic location in downtown Mataram, and improved service quality. Special Ramadan promotions, such as iftar and suhoor packages, as well as room upgrade discounts, successfully attracted guest interest. The strategic location facilitates access to various tourist attractions and public facilities, enhancing the hotel's appeal to tourists. Additionally, good service during Ramadan, such as iftar events and attention to guest preferences, also played a significant role in increasing occupancy rates. External factors, such as economic stability and the easing of travel restrictions related to the COVID-19 pandemic, also contributed to the increase in occupancy. However, hotel management needs to continuously monitor and adjust strategies to address challenges such as fluctuating airfare prices and global economic uncertainty.

Keywords: Hotel, Guest Occupancy, Ramadan